

FOR IMMEDIATE RELEASE

FULTON INNOVATION PARTNERS WITH UNIVERSITIES TO DEVELOP NEW APPLICATIONS FOR ECOUPLED TECHNOLOGY

Kendall College of Art and Design Students Present Product Concepts Powered by eCoupled™ Wireless Power Technology

ADA, Michigan – August 3, 2009 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled intelligent wireless power, is partnering with major universities and institutes around the world to work with the next generation of engineers and designers and familiarize them with wireless power technology and its potential applications.

The first partnership was formed with Kendall College of Art and Design of Ferris State University (KCAD) in Grand Rapids, Michigan. The college's industrial design students worked to develop multiple product concepts utilizing eCoupled wireless power technology in a variety of environments including automotive, air transport, education, and residential. Applications of the technology included both infrastructure and devices with concepts ranging from airline tray tables and push carts to an interactive globe, gadget backpack, and battery-powered scooter. The Fulton Innovation engineering team and patent attorneys reviewed all the presentations and identified several student product concepts using eCoupled technology that may have potential market value.

"We are thrilled to be working with Kendall's students and educating them on wireless power technology, the design implications and how it can be used in different environments," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "We commend them for their exceptional work on this project. Our team was thoroughly impressed with the concepts that were presented and see great potential for the students in their industrial design careers."

"This was an ideal project for our industrial design students. They were delighted to be involved with cutting edge wireless power and to help develop potential uses for eCoupled technology," said Tom Edwards, KCAD Professor. "Kendall students have a knack for developing concepts outside the box, and this exercise pairing them with the creative thinkers at Fulton Innovation was perfect."

In addition to university and institute partnerships, Fulton Innovation is focusing on partnerships with leading global computer, mobile phone, home appliance, and furniture manufacturers to integrate its technology into infrastructure and devices and assimilate the convenience of wireless power into everyday life.



To see examples of the Kendall student product concepts powered by eCoupled technology, visit the eCoupled Facebook page.

About Fulton Innovation and eCoupled™ Technology

Fulton Innovation is a subsidiary of Alticor Inc., also a parent company of well-known direct seller, Amway. Fulton is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of industry-leading companies to integrate eCoupled technology into infrastructure and electronic devices to enable consumers to live a truly wireless life.

The engineers behind eCoupled™ have been developing, advancing, and perfecting the technology for over 10 years. eCoupled technology has been incorporated into Amway's eSpring™ water purification devices for eight years, with over 1.5 million devices sold in over 37 countries worldwide to date.

Amway and its family of companies employ more than 14,000 people worldwide, including over 450 engineers and scientists. Amway has sales of more than \$8 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.

For additional information, please visit fultoninnovation.com or ecoupled.com.

About Kendall College of Art and Design

As a part of Ferris State University, Kendall College of Art and Design offers programs that prepare the College's graduates for professional lives as artists and designers. Kendall's undergraduate programs include art education, art history, digital media, fine arts, furniture design, graphic design, illustration, industrial design, interior design, metals/jewelry, painting, photography, and sculpture and functional art. Kendall also offers the MFA in fine arts and the MFA in Design and Innovative Process Management. Visit Kendall on the web at kcad.edu.

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